



Compliance

TODAY Special Edition
2016

A PUBLICATION OF THE HEALTH CARE COMPLIANCE ASSOCIATION

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SPECIAL EDITION

Highlights from the 2016 Compliance Institute

LOOK INSIDE for highlights from the 2016 Compliance Institute
—and learn how you can be a part of the 2017 Institute,
March 26–29 in National Harbor, MD!



21st Annual Compliance Institute

MARCH 26–29, 2017 | NATIONAL HARBOR, MD | GAYLORD NATIONAL

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National Harbor, MD 20745

Online reservations:

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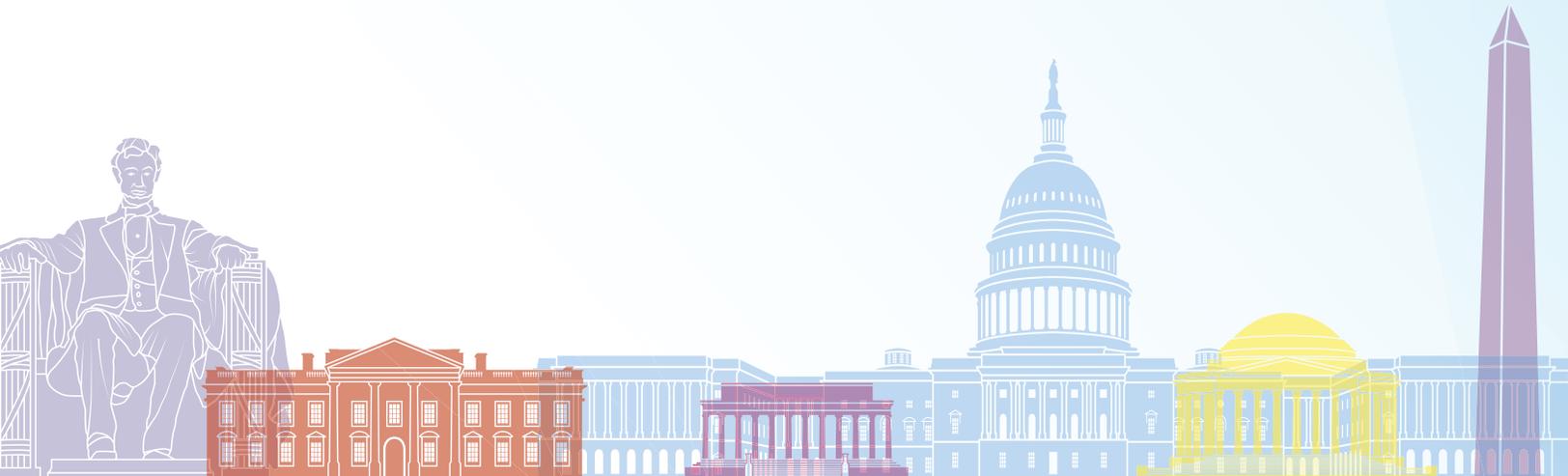
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LEARN MORE AT COMPLIANCE-INSTITUTE.ORG

by Adam Turteltaub

Welcome to the CI Special Edition of *Compliance Today*

The 2016 Compliance Institute was an exciting, busy, and an enjoyable celebration of the 20th anniversary of the Health Care Compliance Association. More than 3,000 healthcare compliance professionals—a record number—gathered together in Las Vegas for four days of networking and educational opportunities designed to help them become more effective in their roles.



Turteltaub

In the pages that follow, you will enjoy a window into the comings and goings, program sessions, and hallway conversations at the Compliance Institute. You'll hear from members of the HCCA

staff and speakers, as well as attendees, as they share with you their experiences.

We hope you find this to be a valuable resource for you, whether you were able to join us in Las Vegas or were in the office attending to the needs of your compliance program. And, we hope that this will help you feel more connected to the HCCA and the Compliance community.

As we look to the organization's next 20 years, we see a Compliance profession that will likely continue to grow. And, we anticipate that the role of Compliance will increasingly be seen as a valuable part of ensuring the integrity of the Healthcare industry, as well as the economy as a whole. ☺





by Sara Kay Wheeler

President's letter

It is a tremendous honor to serve as the President of HCCA at this unique and historic time in our association's history. Twenty years is an impressive milestone.

More critical than the number of years, however, is the significant growth and maturation of both the association and the profession. The HCCA can now count more than 11,000 individuals as members, and that number continues to grow at a rapid pace. Membership is up right about 8% this year, making it hard to believe that just four years ago we were thrilled to reach 8,000 members.



Wheeler

Clearly the HCCA and the Compliance profession are on the rise.

And importantly, we're not just growing in size, we are also growing in stature. The role of the compliance officer is increasingly becoming a C-suite position as more and more leaders realize the essential role Compliance plays in identifying and mitigating legal and regulatory challenges.

The Enforcement community recognizes the import of our profession as well. That recognition was demonstrated throughout the Compliance Institute, both in terms of the number and breadth of government attendees and the substance of their remarks.

On the first morning alone, we were fortunate to be joined by Daniel Levinson, the Inspector General at HHS; Jim Sheehan, Chief of the Charities Bureau in the New York Attorney General's office; and Leslie Caldwell, the Assistant Attorney General for the Criminal Division of the US Department of Justice.

Hearing Ms. Caldwell emphasize that, "We view compliance professionals...as the good guys," was a true highlight of the meeting for me, and spoke volumes about the government's respect for the Compliance profession and the value the Compliance profession provides to our industry.

The HCCA can now count more than 11,000 individuals as members, and that number continues to grow at a rapid pace.

I'm so very grateful for the opportunity to serve the HCCA at this time, and I hope you will join me in celebrating our 20th anniversary. While 20 years is indeed impressive, we recognize the fluidity of our industry and the need for continued hard work and dedication. I hope you will continue to support HCCA and one another as we continue to cultivate the Compliance profession and build effective compliance programs. ☺

Sincerely,

Sara Kay Wheeler, Esq.
Partner, King & Spalding
Board President, HCCA



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“ In the past, I always learned something new from some of the sessions, but this year, I can say I learned something new from every session I attended. ”

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GOLD



SILVER



MEDIA



by Debbie Troklus, CHRC, CHC-F, CCEP-F, CHPC, CCEP-I

HCCA: The first 20 years and beyond

From a thought on a napkin to HCCA's first conference in 1996, my how we have grown. At our first conference, we had about 120 attendees; at this year's CI, we had close to 3,000. When you think about growth and the advancement of the Compliance profession, it should make us all proud. It was a dream of a few people, but took us all to make it happen. I like to say, "It takes a village."

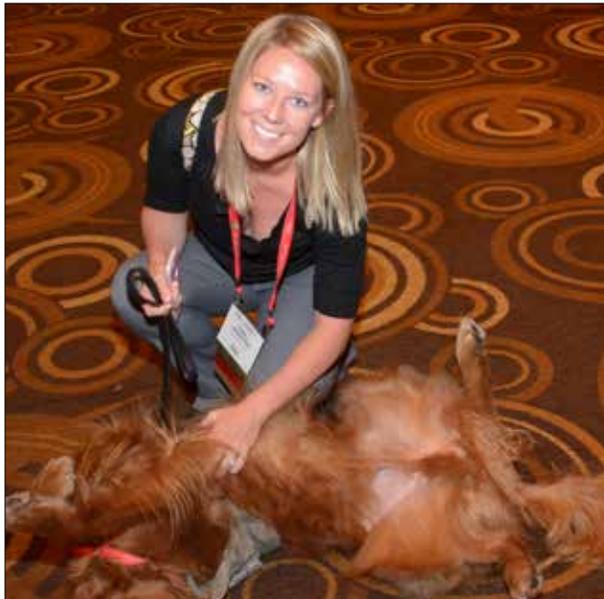
Going back to the beginning, compliance was a concept that many of us were asked to define for our organizations. The problem was, there were no definitions. We had the Federal Sentencing Guidelines and the start of enforcement actions by the Office of Inspector General (OIG), but we were unsure how to actually develop the Compliance profession or develop compliance programs for our organizations. We were all in a state of "shock." One step at a time, the profession has evolved and is still evolving. We began to get compliance guidance from the OIG, advisory opinions begin to surface, OIG Work Plans were shared, new regulations were introduced (Stark, Anti-Kickback, HIPAA, and others), and it started to make sense. The HCCA began to develop certification programs for compliance professionals (now seven in all with over 6,000 certified). So now let's fast forward 20 years.



This year HCCA has outdone itself once again; the CI was better than ever. It is always fun to see old friends and meet new ones. There was plenty of time for networking, and many vendors shared creative ideas to make our lives as compliance professionals more efficient. The themes this year seemed to focus on the Yates Memo, which focuses on individual accountability and the development of corrective action plans and monitoring for effective outcomes. We heard from the DOJ, HHS OIG, and OCR. All talks were informative and gave information about future enforcement and audits.

It will be interesting to see where the next 20 years takes us as a profession and as an association. I think we will continue to see growth, new laws and regulations, and more clarification on compliance effectiveness. Enforcement will continue and organizations will figure out how to become more data-driven. We will see Boards getting more involved and having a better understanding of their responsibilities to compliance. To sum it up, "Compliance will continue to be an exciting career and compliance programs will be critical to organizations across the globe".

Debbie Troklus is Managing Director at Aegis Compliance and Ethics Center in Chicago.



by Walter E. Johnson

America's Fund and the Silent Auction

The Health Care Compliance Association (HCCA) celebrated its 20th anniversary by demonstrating its unwavering support to the servicemen and servicewomen of our armed forces by hosting its 2nd Annual Silent Auction to benefit the America's Fund. The General Session opened with our colleague, Kim Lansford, and her son, Justin Lansford, with Gabriel L. Imperato providing an overview of America's Fund and sharing how this organization supports our injured troops and their families.

For the second year in a row, Justin touched our hearts with his bravery, recovery, and winning smile. As he spoke, "Hero! #HCCAcI" was tweeted from Mariel Kagen. As he captured the attention of 3,200+ attendees, it was evident that everyone shared similar thoughts.

There was much to talk about at the Silent Auction booth. This year, there were 59 items for auction, which is an increase from last year. From framed art to hand-knitted blankets, there were items to satisfy most attendees. For sports fans, there were signed sports memorabilia ranging from baseball bats to football helmets. For travelers, there were vacations from Florida to Washington DC. For techies, there were gadgets such as a Bluetooth speaker, wireless headphones, Apple Watch, and iPad mini. For our newest compliance professionals, items of interest included a registration to next year's Compliance Institute and a bundle of compliance resources that included *Compliance 101*, *Health Care Privacy*



Compliance Manual, *Ethikos on the Job*, and more.

This year, the Silent Auction was a huge success and raised \$16,300. Last year, the auction raised \$14,300. Before exiting the stage, Gabe displayed his excitement to participate at another Compliance Institute by licking Daniel Levinson's face.

Thank you to Justin for his heroism and commitment towards promoting awareness of the needs of our servicemen and servicewomen. Thank you to Kim for her continuous contributions to the profession and for sharing her personal story with us. Thank you to everyone who supported the America's Fund and made it a huge success. 🐾

Walter E. Johnson (walter@wejohnson.org) is Director of Compliance & Ethics, Kforce Government Solutions in North Potomac, MD.



GNYHA Ventures, Inc. and Bluemark are grateful to have been part of HCCA's 20th Compliance Institute.

This years' Compliance Institute was an amazing experience and was a great opportunity to see friends old and new and to catch up with hard-to-reach colleagues. The speaker list was nothing short of amazing and the topics were as always, on point.

The Exhibit Hall was a great place for us to talk about our TRACKER PRO Audit Management solution. If you did not get a chance to stop by our booth, then please visit our website at www.ractracker.org.

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by Adam Turteltaub

Insights and instruction from the government

This year's Compliance Institute provided an opportunity to hear directly from the enforcement community. Dan Levinson, the Inspector General at HHS, was as insightful as ever, providing much-needed guidance for the healthcare community and his support for it.

Leslie Caldwell, the Assistant Attorney General and Chief of the Criminal Division, called compliance officers "the good guys" and admitted the DOJ wants to be "smarter" about compliance.

James Sheehan, Chief of the Charities Bureau of the NY Attorney General's Office, offered practical advice, including telling compliance officers at non-profits that they need to review their organization's 990s.

Finally, Jocelyn Samuels, the Director of the Office of Civil Rights at HHS, offered counsel, both large and small, everything from the need to conduct a comprehensive risk analysis to a warning that organizations may not charge per-page fees for electronic health records.

In sum, the General Sessions were much attended events for every healthcare compliance professional. 📍



by Paul H. Westfall

Key points from the OIG at the Compliance Institute

At the 20th Annual Health Care Compliance Association's (HCCA) Compliance Institute (CI), the Office of Inspector General (OIG) spoke on a variety of compliance topics. Key highlights and takeaways from the OIG at the CI include the revised Section 1128(b)(7) permissive exclusion guidance, OIG Self-Disclosure Protocol, corporate integrity agreements (CIAs), affirmative use of OIG administrative authorities, and board guidance on compliance oversight.

Revised (b)(7) exclusion guidance

During the Inspector General's keynote, he announced the publication of revised Section 1128(b)(7) permissive exclusion guidance. Under Section 1128(b)(7) of the Social Security Act, OIG may exclude any individual or entity from participation in the federal healthcare programs for engaging in certain conduct. In 1997, OIG issued initial guidance under this exclusion authority. The revised guidance reflects lessons learned from OIG's experience with administering the (b)(7) exclusion authority and monitoring of CIAs and the widespread development of compliance programs.

With certain exceptions, OIG starts with a presumption of exclusion when a provider has engaged in fraud. The guidance describes how OIG uses its administrative options and explains what factors OIG considers in determining whether an individual or entity presents a "higher risk" or "lower risk" to the federal healthcare programs. The existence of a compliance program is considered a neutral factor, while the absence of a compliance

program is a negative factor. Providers who self-disclose to the government are not subject to the presumption of exclusion.

Self-disclosure protocol

Created in 1998, OIG's Self-Disclosure Protocol allows providers to identify, disclose, and resolve potential fraud. OIG acknowledges that 100% compliance in healthcare is not attainable, mistakes are going to happen, and a good compliance program is going to identify issues. When an issue arises, OIG looks at what actions the provider took to address the issue. Strong institutions should self-correct and, when appropriate, self-disclose to the government. OIG views self-disclosure as the hallmark of an effective compliance program.

Self-disclosure has additional benefits. First, self-disclosure to OIG tolls the 60-day overpayment obligation. On average, it takes about 9 months from acceptance into the Self-Disclosure Protocol to settlement, which is faster than a False Claims Act settlement. OIG's general practice is to require a minimum penalty of 1.5 times damages (or remuneration in kickback cases) compared to the treble damages plus penalties authorized by law. OIG has historically provided a release of exclusion without seeking integrity obligations.

Corporate integrity agreements

OIG views corporate integrity agreements as a form of compliance guidance. As with compliance, CIAs have and will continue to evolve. OIG is allowing more autonomy to providers to develop policies, codes of conduct, and training to ensure an effective compliance program. As

a part of this autonomy, the compliance officer must have a seat at the table by being a member of senior management. OIG is also moving to have Independent Review Organizations (IROs) look at one particular type of claim or one facility rather than an entire universe of claims. OIG wants to make the IRO audits as useful as possible to both the entity and us.

OIG is willing to work with providers under a CIA. Do not be afraid to reach out to the OIG CIA compliance monitor to address specific questions, including certification provisions. With certification, unless the entity is actually 100% compliant, do not certify 100% compliance. OIG also recommends developing a schedule or CIA compliance work plan so that entities do not forget the basic requirements of the CIA.

Affirmative use of OIG administrative authorities

About a year ago, OIG created a team that exclusively pursues administrative cases using OIG administrative authorities.

Priority areas of this team include holding individuals accountable, filling enforcement gaps, and enhancing the use of data analytics. For example, OIG's Consolidated Data Analysis Center (CDAC) helps leverage the diverse talent in the OIG with data analytics to develop new approaches to identify unknown, undetected, and emerging areas of fraud, waste, and abuse. Cases are also identified through OIG audits, evaluations, and investigations.

OIG notifies the provider community of inappropriate conduct by issuing Special Fraud Alerts based on, in part, these cases. For example, OIG settled civil monetary penalty cases with physicians who received

kickbacks in the form of sham medical directorship fees and office staff arrangements. OIG subsequently issued a Fraud Alert regarding physician compensation arrangements that may violate the Anti-Kickback Statute.

Board guidance on compliance oversight

At last year's HCCA CI, the Inspector General announced new guidance for healthcare governing boards on compliance oversight. With this guidance, OIG recognized that there is no uniform approach to compliance. OIG stressed that communication and information are important parts of board oversight.

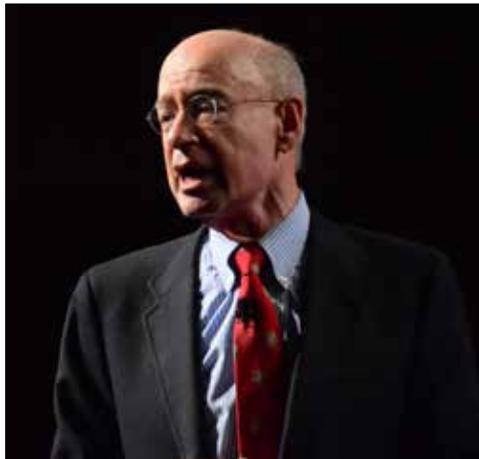
Communication is key between compliance officers and their boards of directors. The

organization functions should speak a common language with respect to governance concepts like accountability, risk, compliance, auditing, and monitoring. Compliance officers should ask the board what information it wants. For example, entities may create criteria that triggers when to inform the board (e.g., an error rate percentage). OIG

wants to ensure is that proper, accurate information is reaching the board, so that it can make informed decisions.

OIG provides great resources for compliance officers on its website (oig.hhs.gov), Twitter account (@OIGatHHS), and YouTube (OIGatHHS), including compliance program guidance, fraud alerts, policy reminders, CIAs, training videos, audits, and evaluations. These resources can help construct a toolbox of information that can be used to assist with future compliance. 📌

Paul Westfall is a Senior Counsel at the HHS Office of Inspector General and currently serves in the role of Senior Advisor to the Chief of Staff.



by Cindy Hart

Compliance and entertainment?

It is not often that you see the words compliance and entertainment in the same sentence. The Health Care Compliance Association (HCCA) Compliance Institute (CI) celebrated its 20th anniversary in the entertainment capital of the USA—Las Vegas, NV. The celebration atmosphere permeated the conference.

I was especially entertained by Cam Marsten. Cam's topic on the four generations in the workplace was so humorous; he had the crowd laughing out loud. He labeled himself as Gen X who "just wants to be left alone" and joked about his daughter's 11th place ribbon in a swim competition. This was not just a stand-up comedy routine though. Cam delivered information that each of us can take back to our workplaces and apply immediately. Understanding how each generation responds to situations will help each of us to work more efficiently and cohesively.

The SpeedMentoring sessions were entertaining too. In 30 minutes time, you met with six people and formed a symbiotic relationship. I met several attendees who were scheduled to take the CHC exam on Wednesday. I hope they all passed—they were very competent, smart people who will be an asset to our professional organization.



One of the aspects I like best about attending the CI is seeing old friends again (Walter Johnson, Dawn Lambert, Tomi Hagan, Frank Ruelas, and so many others), meeting an "email friend" in person (Michelle Richards), and making new friends (Scott Intner). These

people and others challenge me to seek new methods, look at issues from another angle, and help me to stretch professionally. I was able to catch up with some former co-workers, and missed some other friends/colleagues who were

unable to attend this year (Adam Weinstein, Bill Wong, Margaret Dragon).

The exhibitors are professional and a great source of information and ideas. They have so much to offer us to make our jobs more efficient.

I had the distinct honor of co-presenting a session this year with Walter and Dawn. They bring so much to the table, and I am humbled by their expertise and knowledge.

So... Compliance may be considered a dry topic by some, but the HCCA knows how to make it entertaining as well as informative. Thank you to the HCCA staff and leadership. I am looking forward to the 21st anniversary of CI in 2017 in National Harbor, MD. 🍷

Cindy Hart (3cinful@gmail.com) is Audit Manager at CHAN Healthcare, LLC, in Horsham, PA.

by Aurae Beidler

Government speakers: A big hit

At the 2016 Compliance Institute, I was truly impressed by the inclusion of so many government speakers, especially from the Office of Inspector General and Office for Civil Rights. Either this was a new level of engagement, or I hadn't paid as close attention to the number of government speakers from previous conferences, but I applaud HCCA for the effort to engage with so many from the government sector. Daniel Levinson was welcomed back with a message about the Compliance Institute as an institution

of compliance, where we build a culture of compliance. He updated attendees with the enforcement activities of the OIG and a focus on revisions to the exclusion guidance and corporate integrity agreements. One of the most useful portions of Mr. Levinson's presentation was how he highlighted other speakers from the OIG and what regulations or enforcement actions they would be speaking on. This was very beneficial to attendees. I know that it influenced my choice of session to attend in the afternoon.

The other government update that I appreciated was hearing from Jocelyn Samuels from the Office for Civil Rights. She also shared enforcement activities and information on the upcoming Phase 2 audits. Although not addressing specific questions, she provided new and timely information on how the audits will be rolled out and how the audit protocol

should be used as a self-evaluation tool. She also emphasized that risk analysis activities should be comprehensive in order to "create aggressive risk management program[s]".

To me, hearing from the leaders of OIG and OCR on hot topics and enforcement is very valuable. It's beneficial to hear what is important to them in person, because some-

times there's only so much that providers can understand from reading black ink on white paper or on a screen. Hearing these sessions provided me with more context on important issues that

...there's only so much that providers can understand from reading black ink on white paper or on a screen.

I would not receive from reading the Federal Register or the OIG email notice in my inbox.

After attending the General Sessions and several key sessions provided by government speakers, I immediately began to research some of the key points that were addressed. These speakers provided me with the information I needed in order to spur me into action, as I'm sure was true for most attendees at the Compliance Institute. When I returned, I typed up the notes I had hastily jotted down during the General Session presentations and provided my leadership with a summary. This stuff is too good to keep to myself! See you all next year, and I'm hopeful we'll hear from even more speakers from the government sector! 📍

Aurae Beidler (abeidler@pacificu.edu) is Director of Compliance at Pacific University in Hillsboro, OR.

by Adam Turteltaub

Four generations in the workplace

Baby Boomers want to get everyone on the same page. Generation Xers want to be left alone to do their work. What do you do?

The answers came fast and with a lot of humor from Cam Marston, author of the book *Generational Insights*. As he described the unique work styles of each generation, the General

Session hall was filled with side-splitting laughter from attendees seeing a lot of themselves and their peers in the descriptions.

But it wasn't all laughs. Cam also provided a wealth of practical tips designed to help compliance professionals reach their teams more effectively and better speak to the workforce as a whole. ☺



by Nancy J Beckley

It was another “Dantastic” Monday

Monday at the 20th Anniversary Compliance Institute proved to be another “Dantastic” Monday for RAC Monitor. For the fourth year in a row, I had the pleasure of interviewing Inspector General Dan Levinson, as he appeared once again on a live broadcast immediately following his keynote speech to the 3,000 attendees leaning in and hoping to catch a helpful compliance tidbit. Last year, attendees were treated to the announcement that a new board guidance had been issued, and in past years, he announced the OIG’s “kinder and gentler” approach in the updated self-disclosure protocol (SDP).

Once again, IG Levinson did not disappoint, as he announced that the OIG was posting to their website that morning (April 18, 2016) updated “Criteria for Implementing Section 1128 (b)(7) Exclusion Authority.” The updated criteria replace the 1997 OIG policy statement with non-binding criteria used by the OIG in assessing whether to impose exclusion under 1128(b)(7).

Dan described a risk spectrum from highest to lowest risk, with the highest risk elements coinciding with exclusion on the risk scale. The risk scale incrementally moves down from heightened security to integrity obligations to no further action to the lowest risk, a release via self-disclosure.

When OIG weighs the risk on the spectrum, there are four key factors that are considered:

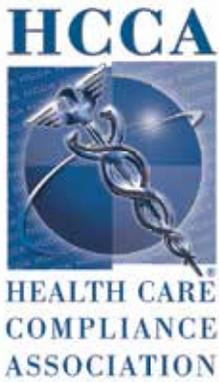
1. **Nature and circumstance of conduct**, including but not limited to adverse

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2. **Conduct during the investigation**, including but not limited to any attempts at obstruction or concealment or failure to comply with subpoena requirements.
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Thank you to Dan and the OIG public affairs team for making it another “Dantastic” Monday, as well as to Deputy Inspector General for Audit Services Gloria Jarmon for joining us on our second live broadcast with Monitor Monday that morning. Listen to RAC Monitor’s podcast of our live broadcasts with IG Levinson and Deputy IG Gloria Jarmon at: www.racmonitor.com/mm-podcasts.html. (HCCA #1: General Compliance & Hot Topics and HCCA #2: Healthcare Compliance Auditing & Monitoring) 🎧

Nancy J. Beckley, MS, MBA, CHC (nancy@nancybeckley.com) is the President of Nancy Beckley & Associates LLC in Milwaukee, WI.



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by Lynda Hilliard, MBA, RN, CCEP, CHC

Something for everyone!

The 20th Anniversary Compliance Institute (CI) is over, and as usual, it was a resounding success! Even with over 3,000 attendees, it still felt like a “family” event. Meeting up with old friends, making new acquaintances, catching up on new best practices and industry enforcement trends, and realizing that some of our conference colleagues are government regulators open to helping us address the rules and regulations in a compliant and effective manner, was fantastic!

I would like to talk about the “Advanced Discussions.” When I first started attending the CI, back in the day, I was all about learning the do’s and don’ts of developing and implementing an effective Compliance function. But now I want to know what really works and what doesn’t. How can I learn from my counterparts across the country? How can I help my colleagues learn from each other and build better, more efficient and effective functions while meeting the intent of the regulations? The goal of the Advanced Discussions is to “bring professional colleagues together to collaborate on issues.” I have to admit, I was a facilitator of one of those discussions on Quality and Compliance, and it took all I had to “zip my lips” and listen to the attendees. Granted, I needed to break the ice and get people to speak, but once they did, great ideas emerged!

There is no boilerplate or template for overseeing an effective compliance program, but great leadership and visionary thinking are needed to move a program forward into new and uncharted management territories. In our Quality and Compliance session, we discussed traditional “turf” or “tension”

issues between Quality and Compliance, the fear of one department entrenching on the turf of another. However, the need to move forward and break down barriers to communicate with each other on equal terms to effectively manage the government’s focus on quality outcomes and ensure accurate and timely reimbursement is a core element of success.

It was exciting to see a number of institutions have successfully bridged the gap between the two departments and are effectively working together to manage the financial implications of ensuring and reporting quality indicators. In addition, by having representation from all areas of healthcare at the session, from FQRCs (Federally Qualified Rural Clinics) and post-acute care providers to large health systems and academic medical centers, was enlightening. Understanding the core elements of respectful collaboration, and knowing that there is enough work for all of us “risk-based” functions to continue, allows for individualized solutions to the size and cultural needs of one’s specific organization.

HCCA and its membership are truly committed to our industry. The membership is always open to critiquing and recommending new ideas for discussion at these events and successfully finding the right individuals to present their ideas and recommendations. As several folks have told me, “I am on information overload, but I haven’t heard anything that I can’t use back in my organization.” And that is a sign that the CI has once again met its objectives!

On to Washington DC and the 2017 Compliance Institute—I can’t wait! ☺

Lynda Hilliard (lyndahilliard@hotmail.com) is Principal at Hilliard Compliance Consulting, LLC in Mt. Shasta, CA.

by Brenda Turner, CHC

CI 2016 did not disappoint

This year's HCCA Compliance Institute did not disappoint. As an exhibitor with MedeAnalytics and an attendee, I was fortunate enough to experience the show from both perspectives.

The turnout on the show floor was great, and our booth was buzzing with traffic. Attendees were eager to hear about the rising challenges facing Compliance staff and how the industry is responding. This type of face-to-face interaction helps us to not only share our knowledge and success stories, but also allows us to get a pulse on the market landscape and improve our products and solutions to meet those needs.

As an attendee, the Aria venue was an excellent choice. The Exhibit Hall and conference session rooms were conveniently located in one general area, which made it easy to get back and forth in between sessions. Beyond the venue, the conference offered an impressive and wide variety of sessions that catered to the diverse group of attendees. With each

session, I was able to take away a tremendous amount of information. In general, the sessions kept me apprised with what's happening in the healthcare compliance industry today, from the government agency perspective (and the types of audits they conduct with providers), to trending topics from the previous year and how they've evolved. The sessions also offered valuable information for my role as a CHC, including insights that will help me better assist clients and create new and innovative analytics that will enhance their compliance programs. Lastly, one of my favorite moments from this year's HCCA Compliance Institute was connecting with old friends and colleagues and meeting some new ones! It's always great networking and connecting with fellow CHCs. Overall, it was a great show, and I am looking forward to what next year has in store! 🍷

Brenda Turner is Manager, Product Strategy at MedeAnalytics in Emeryville, CA.



by Bret S. Bissey, FACHE, MBA, CHC, CMPE

2016 Annual Institute

The healthcare compliance landscape has evolved rapidly during the past few years. From the Office of Inspector General's fraud alert for physician compensation arrangements in June, to the Department of Justice's announcement that it intends to prosecute and hold individuals liable for their involvement in fraud, the need for educated and savvy compliance professionals is at an all-time high.

Record-breaking attendance at the Health Care Compliance Association's (HCCA) 20th Annual Compliance Institute reflected this need. The HCCA's annual Compliance Institute is the only national venue that offers compliance professionals the chance to keep up to date on the industry and learn best practices. More than 3,000 compliance professionals attended this year's Compliance Institute in Las Vegas.

During both my presentations at the conference, I asked the question: "If you aren't selling the value and importance of your program, then who will?" This challenge was for both industry veterans and those new to the field. Compliance professionals continue to need messages like this, as well as stories to share with their hospitals in order to "sell" their compliance programs to their organizations.

SpeedNetworking/SpeedMentoring sessions

Each year, the HCCA offers a SpeedNetworking and SpeedMentoring session to introduce professionals in the compliance space. If you are a compliance veteran like me, it's a great opportunity to give back to the industry and help guide our future healthcare compliance leaders.

Practice what you learn and stay in contact

Take what you learned and be creative in cultivating proactive and effective compliance programs. Overcome objections and achieve a best-practice compliance program. Be sure to reach out to those you met and stay connected.

Look to the future

I hope HCCA recharged your compliance energy, so you can take on the challenges that lie ahead of you this year. Thank you to the HCCA team for another great conference. I look forward to seeing many of you throughout the year and next year for our 21st conference in National Harbor, Maryland! ☺

Bret Bissey (bbissey@meditract.com) is Senior Vice President, Compliance, at MediTract in Chattanooga, TN.



by Dwight Claustre

Wow! 20 Years

I would be remiss if I didn't say congratulations to HCCA for a fantastic 20 years. I have been attending since 1999, and it is amazing the changes I have seen over the years. Certainly the number of attendees, culminating in the more than 3,000 attendees this year, is amazing. Debbie Troklus is a good friend and colleague, and I thank her and Roy for creating this great organization. I have been in the Compliance profession for 19 years and have enjoyed my involvement with HCCA, as a member, a presenter, and Academy faculty.

Friends

I'm not sure if it was because of the 20-year anniversary, but I ran into many friends that I had not seen in years. I actually got to visit with a friend that I knew from 26 years ago, when I was with another organization. And of course, there are those friends and peers that you see year after year. In many cases, the only time you see them is at the Institute, but it is always a pleasure to see and talk with them about the past years. This year, it just seemed different knowing that there were many that I have known since 1999, and some that I know have been participating for the 20 years. I remember

attending an HCCA conference in Phoenix in 1997. That is where I first met Paul Belton, and we have been friends since. It was great getting to spend time with him this year and catching up.

Sessions

I found the sessions to be exceptional this year. I felt the content was at a high level and the presenters very knowledgeable. In the past, I always learned something new from some of the sessions, but this year, I can say I learned something new from every session I attended. I always look forward to hearing Daniel Levinson, and as usual, he didn't disappoint.



Thoughts

As I sat here writing this, I thought about the future of HCCA and my involvement. When HCCA celebrates its 40th anniversary, I will be 89 years old. I am sure I will finally have really retired. However, I'm sure I will continue to keep track of the organization and my friends. I might even try and attend.

Happy Anniversary! 🎉

Dwight Claustre is Director of Aegis Compliance & Ethics Center, LLP in Sun City West, AZ.

by Stephen Mullin

Best Compliance Institute so far

GNYHA Ventures, Inc. and Bluemark always love coming to the Compliance Institute. We have been exhibiting for the last six years, and every year it keeps getting better. We were especially excited to attend this year as it is the 20th anniversary of this industry leading event. This Compliance Institute in Las Vegas has been an amazing experience and is a great opportunity to see friends, old and new, and to catch up with those hard-to-reach colleagues. Each year the event seems to get bigger and better, and this year is no exception.

Our team touched down on Saturday evening, and we could not help but be greeted by the warmth of the Las Vegas evening. Other locations are nice, but for some reason, Las Vegas just knows how to put on a first-class national conference. As we entered the week, the Nevada sun continued to provide a welcome break in between sessions, allowing us to refresh the mind and absorb all the great information that was available to us each day.

The speaker list has been nothing short of amazing, and the topics are as always on point. The General Sessions each day brought



the entire group together and addressed some of the most relevant topics in the industry today. The attendees we chatted with also had very positive things to say about the different individual breakout sessions.



As a vendor, we spend most of our time interacting with the attendees in the Exhibit Hall during the networking breaks and dedicated exhibit floor hours. HCCA always does a great job in promoting both the sponsors and the exhibitors, and the booth traffic is always steady. The folks that visit our booth want to learn about our solutions, and they take the time to ask questions and listen to what we have to say.

Yes, the day is long, especially after a night in Las Vegas, but this experience is second to none. We are glad to be part of the 20th anniversary and are already looking forward to next year's Compliance Institute in National Harbor. See you next year! 📍

Stephen Mullin (stephenm@bluemark.net) is Executive Vice President at Bluemark in Aurora, OH.



by Deborah Reif, MBA, CHC, CHPC

Six degrees of separation

For years, I've been teaching my workforce that Six Degrees of Separation was a theory from many years ago, before computers and social media, and that today, the separation had to be much smaller, possibly even one degree or less in some geographical locations.

Proof is now before me. At the 2016 HCCA Compliance Institute in Las Vegas, I met two individuals who connected me to my current employer and one of my past employers. One person, who is from Texas, saw where I work and said, "I think my cousin works there," and sure enough, I know her cousin, played golf with her cousin's husband, and I think her cousin's baby is adorable! When I saw where the other person works (from Alabama), I said, "I used to work there," and together, we listed a bunch of people we both know. Mind you, I'm from a fairly small city in Ohio.

Why is this important for Healthcare Compliance? Because, that tiny little sentence in the HIPAA Privacy Rule that tells us "...any other unique identifying number, characteristic, or code..." (45 C.F.R. §164.514(b)(2)(i)(R)) is a patient identifier. Descriptions of patients

can be so detailed that others can know who the person is without having stated their name, and the government states that we can only determine that information is not individually identifiable when all identifiers have

been removed, which includes the above "catch-all" patient identifier.

I'd lay odds that the two HCCA CI attendees I described above know exactly who they are, know who the other person is, and can even place the conversation and probably recall which session. That is a bet I think I'd win (provided they're reading this article)!

So, ask yourself: "What are the odds that one of your workforce members is in a social or public setting and describing what they believe to be a de-identified rundown of their day, and the person sitting at the next table or stand-

ing in close proximity knows exactly which patient they are talking about?" That, my friends, is a breach of privacy, and I'd bet the odds are not in your favor! ☹

Deborah Reif (dreif@mercy.com) is the Corporate Responsibility Officer & Privacy Officer at Mercy Health—Springfield in Springfield, OH.



by Tomi Hagan, MSN, RN, CHC

What happened in Vegas... continues all year long!

The 2003 marketing slogan, “What happens in Vegas, stays in Vegas” should not apply to the 2016

Compliance Institute. Why not? Because what happened in Vegas was a multitude of networking and learning opportunities that lead to professional growth. What happened in Vegas needs to continue throughout this year and beyond!

The official networking events scheduled by HCCA offer everyone the chance to enjoy refreshments and conversation, building relationships and learning from one another. Conducting these events in the Exhibit Hall also allows attendees to connect with the vendors in a casual atmosphere. SpeedNetworking and SpeedMentoring are great options for connecting individuals with similar interests and complementary needs.

I look forward every year to the TweetUp and Authors’ receptions. These gatherings provide a chance to spend time with colleagues who are like-minded, whether social media junkies, current or aspiring authors, or Academy attendees. A bonus benefit is the opportunity to get to know the friendly and approachable HCCA staff better.

Some of the most valuable networking opportunities at the Compliance Institute are the informal breaks and events. Over the years, I have made many friends at the coffee tables, hotel lobby, and restaurants. This year, dragging myself up for early morning “net-walking” with colleagues that I only see once a year at the Compliance Institute

led to some of my most treasured memories of the conference. The beautiful weather and spectacular buildings made the walks enjoyable, but the chance to talk through various developments in compliance and privacy regulations made it worth setting the alarm clock. I was disappointed to realize I had slept right through it on the very last day!

The question and answer sessions at the end of the breakout sessions often prove to be as helpful as the sessions themselves, in terms of learning and networking. For those attending for the first time who may have been shy in 2016, I encourage you to step up to that microphone in 2017. If you have a question, it is likely that others in the room are wondering as well. The speakers are happy to answer questions, and other session attendees may also have valuable insight to share. As a speaker, I welcome the opportunity to clarify points that may be confusing and to learn from one another.

The networking and learning opportunities came together at the 20th anniversary of the Compliance Institute to promote tremendous professional growth. As I leave the surreal, brightly lit world that defines Las Vegas, I take with me new relationships, new information, and a renewed sense of purpose. What happened in Vegas will drive me professionally through the next year, until we all meet again at the next Compliance Institute. ☺

Tomi Hagan (Tomi_Hagan@QHR.com) is a Senior Consultant, Compliance with Quorum Health Resources, LLC in Brentwood, TN.

by Michael Rosen

CI: Among family

We felt that the 2016 HCCA Annual Compliance Institute was like celebrating with family—our extended compliance family! We enjoyed seeing clients, making new acquaintances, and learning from an outstanding set of speakers. We always look forward to hearing from Dan Levinson and appreciate the OIG commitment to bringing speakers from his office to share their knowledge.

In the Exhibit Hall, the visitors we met at our ProviderTrust, Inc. booth were fantastic! The conversations were inspiring and meaningful, and we all equally shared our love for Nashville's prized candy bar—the GooGoo Cluster (a.k.a Grand Ole Opry). To us, the GooGoo represents a little taste of our home in Nashville, the healthcare capital.

There are many talented and dedicated compliance professionals, and hearing their perspective on daily compliance struggles helps everyone keep in mind what improvements can be made to help



the industry as a whole. From this we are reminded that simplifying compliance has many rewards and benefits.

We were honored to be selected to speak alongside Susan Gillin, Esq., Senior Counsel, OIG Office of Investigations, and Lisa Rivera, Esq., former AUSA for the Middle District of Tennessee and a healthcare attorney.

I took this selfie (see above)—asking the audience to wave to my Mom and Dad, making it even more of a family affair! 📸

Michael Rosen is co-founder of ProviderTrust in Nashville, TN.



by Steven Grossman

The CI at 20: A great event becomes even greater

As always, the CI event was one of the highlights on StreamlineVerify's company calendar, and this year's program, marking the HCCA's 20th anniversary milestone, certainly did not disappoint.

Once again, we relished the opportunity to meet and greet new and longstanding clients from across the nation and to hear first-hand their companies' positive experiences with our advanced compliance programs. It was also gratifying to hear how so many of our clients were as eager as we were to finally put faces to all the various members of our support team, many of whom they know on a first name basis. A number of them have mentioned seeking out our booth for an opportunity to connect and collaborate.

It was an honor and a privilege again to attend Monday morning's keynote session, delivered by Daniel Levinson, Inspector General U.S. Department of Health and Human Services. Among other things, the presentation focused on the current criteria for implementing permissive exclusions. With our company's position at the forefront of providing permissive exclusions compliance solutions, having the opportunity to hear the latest updates in the field directly from the IG is always an eye-opener.

If there was one takeaway message from the IG's session, perhaps, it was the notion that taking a proactive approach to compliance can mitigate a company's exposure. It is important to bear in mind that contrary to what many people think, exclusions aren't intended simply to be punitive. They are meant to provide a remedy to those who have started out



on a path of fraud or other abuse and to prevent future occurrences from happening.

As with many other areas of non-compliance, there is a spectrum, ranging from extreme cases of very high risk to so-called "grayer areas," where there appears to be less risk for future fraud. Being that the OIG isn't simply punitive, but rather, its ultimate purpose is to ensure future compliance, it has the discretion to withhold exclusions as it deems fit. Companies should therefore consider the fact that the greater the appearance of risk for fraud is, the greater the probability is for exclusion.

We are proud to consider the HCCA a veritable partner in our company's steady growth, with much of our exposure and networking opportunities coming directly from the annual CI event. We look forward to many more productive attendances in the years ahead. 🍷

Steve Grossman (Steven.Grossman@streamlineverify.com) is Director of Marketing, StreamlineVerify in Howell, NJ.

by Patrick Williams

Compliance Institute: A first-time exhibitor's perspective

What a conference! As our first time exhibiting at the Compliance Institute, we couldn't be happier with our experience. Right on cue, Sunday night went off without a hitch, and the fun didn't stop until Wednesday. We saw so many old friends and made many new ones. The food was great, and the speakers were top notch. We want to thank those of you who joined us at Carbone both Sunday and Tuesday nights to share some of the challenges

you face from day to day, and enlightening us on how you solve those challenges through your inspired leadership.

Special thanks, of course, goes to Lori Dahmes and the entire HCCA team for running such a well-oiled conference. We're looking forward to seeing each and every one of you next year in National Harbor, MD. ☺

Patrick Williams (patrick.williams@healthicity.com) is Marketing Project Manager at Healthicity in Salt Lake City, UT.



by Robert Lord

CI: Illuminating experience with rich conversations

As a first-time attendee and exhibitor at the CI, the experience was illuminating—so rarely do we have the opportunity to have such rich conversations with our colleagues and customers; it was fascinating and humbling to learn from such an informative group. Oftentimes, conferences seem to focus on privacy, compliance, security, or health IT separately. The CI was the synthesis of these topics in one venue, which made for a rich, stimulating environment. The Protenus team focuses mainly on HIPAA and insider threats in the EHR, and engaged the conference with those experiences front of mind.

It was clear from our discussions and the session content that there's a huge amount of change in the air, as compliance professionals work relentlessly to understand an uncertain, risky, and novel landscape of opportunities and challenges. Whether it's new OCR audits, the increasing frequency and severity of data breaches, or new threats posed to patient privacy by telehealth and population health initiatives, the scope of a compliance professional's responsibility seems to increase daily, without an attendant increase in capabilities.

HIPAA compliance, as we all know, is far from a static and reactive endeavor. More than any other discipline, the role of Compliance is to look ahead and anticipate

what might come, so it can be accounted for, designed around, and mitigated years before it occurs. In a world where technological transformation is happening at a blistering pace, whether through social media, integrated health systems, or "big data" analytics, new and more proactive approaches are required

to keep ahead of these changes and ensure patient privacy is protected.

Our industry is now facing a sea of change, particularly with respect to patient privacy, as the lines between privacy protection, cybersecurity, and

...the role of Compliance is to look ahead and anticipate what might come, so it can be accounted for, designed around, and mitigated years before it occurs.

big data analytics begin to blur. The very same technologies that have represented threats to compliance in the past are now presenting opportunities. Whether it's privacy-as-a-service platforms that aid in documenting diligence, big data analytics that detect a single insider threat in a sea of appropriate accesses, or novel platforms that allow compliance officers to see real-time vulnerabilities and gaps in their programs, the promise of technology seems to finally be fighting for patient privacy. The lessons learned from areas as disparate as finance, intelligence, and cybersecurity are being applied to our field, and we look forward to seeing where the industry stands next year at CI 2017! ☺

Robert Lord, co-founder and CEO of Protenus in Baltimore, MD.

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CONFERENCE *(continued)*

- 501** Is Your Policy Management Program Ready for Growth?
- 502** The Stark Trifecta: How Legal, Compliance, and Outside Counsel Work Together on Stark Compliance
- 503** PEPPER for Home Health Agencies and SNFs: Practical Applications for Compliance
- 504** Collaborating with Business Associates on Compliance
- 505** It's All About That E/M, No Treble
- 506** Managed Care Fraud: Enforcement and Compliance
- 507** Need a Compliance Blueprint? Constructing a Comprehensive Real Estate Compliance Work Plan Designed to Address Your Organization's Risk
- 508** Examining Compliance from an Internal Audit Perspective
- 510** Navigating Your Way Through Clinical Management Agreements
- 511** Compliance Risks & Hot Topics in Pharmacy Law

- 601** Preventing Readmissions Through Compliant Patient Transitions
- 602** Third-Party Vendor Compliance Programs: The Value, the Need, the Risk
- 603** Learning the Lessons From Fraud Enforcement Efforts in Home Health and Hospice
- 604** Prescribing Privacy
- 605** Doubling Down on Physician Transactions: The Role of the Compliance Officer
- 607** Panel Discussion: Gaming the System!
- 608** Clinical Auditing: Quality Matters
- 609** Hear No Evil, See No Evil: 10 Ways to Proactively Identify Compliance Issues in Your Organization
- 610** 340B Audit Experiences from 2015: What We Learned from Over 50 Audits!
- 611** Legislative Update

- 701** Drug Diversion Prevention, Detection and Response: The Compliance Professional's Role
- 703** Civil Rights Compliance for Patients: What You Need to Know and How to Help Your Facilities Comply
- 704** Big Brother Meets Joe Friday: Privacy Monitoring and Necessary Investigation
- 705** Physician, Heal Thyself
- 707** Are You Auditing and Monitoring Quality? Audit Targets and Techniques
- 708** Conducting an Internal Compliance Survey
- 709** Let Me Introduce You to MORT
- 710** Taking Advantage of the ACO Waiver: Doing It the Right Way and Avoiding Substantial Risk
- 711** Navigating through the Incident-To Requirements and Split Shared Services

Most sessions are being recorded, but a few are not. If a session does not appear on this form, a recording of it may not be available. Please call 888-580-8373 with any questions.

POST-CONFERENCE

- W1** Managed Care: Hot Legal Topics
- W2** Provider Based Status: A Compliance Department Case Study and Lessons Learned
- W3** Effective Compliance: Lessons Learned from the Past and Preparing for the Future
- W4** Privacy Officer Roundtable: Part I
- W5** Physician Arrangement Integrity Panel: Avoiding Stark Law Technical Violations
- W6** Enforcement and Compliance: Strategies for Organization Counsel and Compliance Professionals
- W7** Rolling the Dice on Physician Activity Monitoring? Use Effective Monitoring Tools to Ensure Compliance
- W8** Auditing Emerging Compliance Risk Areas
- W9** Stay On Target: Managing Auditors, Consultants, Lawyers and Experts
- W10** Plug & Play: Quality & Care Coordination in a Volume to Value Transition
- W11** Criminal and Civil Health Care Fraud
- W12** Apples, Oranges and Grapes: Implementing an Effective, System-wide Compliance Program across Multiple Locations and Lines of Business
- W13** Physician Compensation Under the Microscope: Lessons Learned from Recent Settlements
- W14** Responding to Medicare Contractor Audits and Investigations
- W15** Privacy Officer Roundtable: Part II
- W16** It's All About Documentation When Coding for Clinical Trials
- W17** Handling a Criminal Healthcare Fraud Case
- W18** Understanding and Preparing for the Marketplace Initial Validation Audit (IVA) and Medicare Advantage Risk Adjustment Data Validation (RADV) Audits
- W19** Unleashing the Power of Data Analytics
- W20** The Metric System: Measuring and Reporting Compliance Effectiveness from "Process" to "Progress"
- W21** At the Brink of Death: Surviving Termination
- W22** Fun and Engaging Compliance Training! Really!

by Jessica Dunbar

Rolling the dice at the CI

It's easy to see the value of the Compliance Institute for compliance professionals. It's evident in blog articles written by attendees, across social media, and in sheer attendance numbers alone. For compliance professionals, this event takes the proverbial cake. But I think we should start a dialogue about how this event looks from the other side of the aisle, or rather, the Exhibit Hall.

This year was EverCheck's first time as a vendor at the Compliance Institute. We did our research, signed on the dotted line, and packed our bags. We were off to Vegas to see first-hand what kind of exposure and opportunity this conference had in store for us.

What happens in Vegas...

...has a lasting impact. I'll start by sharing how incredibly receptive the attendees were. EverCheck's solution automates the license verification and exclusions monitoring process and helps offset the inherent risk in healthcare compliance. CI attendees took the time to get to know us and, in turn, let us get to know them better. We learned more about the compliance issues they face every day, and they learned that license and exclusions compliance doesn't have to be a chore. Even if our solution didn't necessarily fall within their wheelhouse, they still took the time to learn more and pass the information along. Thanks to all who stopped by—we loved getting to know you better!

HCCA went all in

Putting together an event of this size is no small feat, and no detail was spared during



the 20th Annual Compliance Institute. Specifically, HCCA made sure there were ample opportunities for vendors and attendees to interact. From the amazing food to the free professional headshots, who wouldn't want to spend time in the Exhibit Hall? The opening reception was abuzz with professionals excited to learn, and the energy continued well into the rest of the conference. We appreciated these details and applaud HCCA for their commitment to its vendors and sponsors.

We took a gamble...

...and it paid off. Our goal was to expose compliance professionals to a solution that helps simplify the impact of regulation, and we succeeded. In the days following the Compliance Institute, we've scheduled several demonstrations with contacts we met, and we're looking forward to seeing the residual effects of our participation!

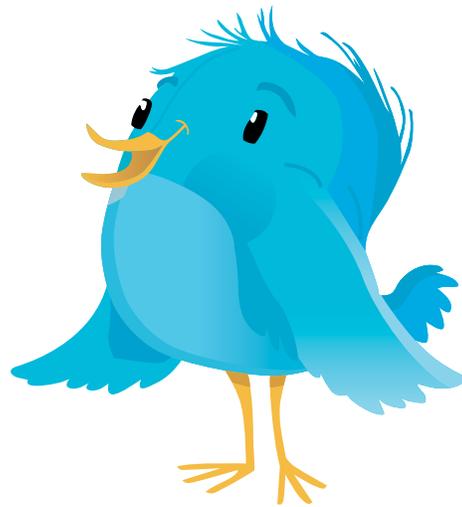
Thanks to all who made the Compliance Institute a success. See you next year! 🎲

Jessica Dunbar (Jessica@evercheck.com) is Marketing Manager at EverCheck in Jacksonville, FL.

by Stephanie Gallagher

“Tweet Before We Meet”

This year, HCCA held a “Tweet Before We Meet” contest, where Compliance Institute attendees competed by tweeting with the official #HCCACi hashtag for a chance to appear on the cover of *Compliance Today*. Walter E. Johnson was the lucky winner! Look for him on an upcoming issue! 🐦



For me no CI is complete without seeing one of my favorite Compliance colleagues, Jodi from Iowa. #HCCACi #theCICrew



We blogged @theHCCA #HCCACi



Walter E. Johnson @walter_johnson1 · Apr 8

As an owner of a new puppy (12 wks) and in a new compliance position (10 mths), find me at 211-Compliance is Ruff: A Dog's Approach #HCCACi

by Stephanie Gallagher

TweetUp

This year's conference-goers were tweeting up a #HCCACi storm, sharing their experiences in more than 2,500 tweets during the conference.

About 75 tech-savvy Compliance Institute attendees came together for a TweetUp reception on Sunday night. There was plenty of networking, socializing, and of course, tweeting! It was a great opportunity to connect with other social media-minded compliance professionals and have some fun. Don Sinko won a pair of Beats by Dre® Noise Cancelling Headphones. Congratulations, Don! 🎉





• • • The van Halem Group @vanHalemGroup · Apr 18
 • • • Attending @theHCCA's Compliance Institute in Las Vegas. Great opening sessions with HHS, DOJ, and others! #HCCAcI



Brenda Manning @paris4bren · Apr 20
 Compliance doesn't create revenue, it protects it. #HCCAcI



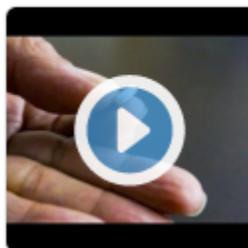
Frank Ruelas @Frank_Ruelas · Apr 20
 Commit to 1 or 2 action items related to the CI experience and what you learned. Build momentum...then ride the wave! #HCCAcI #TakeVegasHome



Erin Jack @erin_jack3698 · Apr 20
 It never ends well for "red shirts" on Star Trek but at the HCCA CI they are life savers!! Thanks for another great year HCCA!!! #HCCAcI



OIG at HHS @OIGatHHS · Apr 18
 At #HCCAcI, speakers are highlighting #opioid abuse as a major problem. Watch OIG's video on these dangerous drugs:



Eye On Oversight: Dangerous Drugs - Opioids

The number of people in the U.S. who die from opioid overdoses is on the rise. These drugs include Vicodin, Percocet, and OxyContin. Medicare is paying for i...
[youtube.com](https://www.youtube.com)



Walter E. Johnson @walter_johnson1 · Apr 18
 Compliance Officers are the good guys and gals. Compliance Officers are the firewall against corporate crimes. #HCCAcI



Andra M Popa @AndraMPopa · Apr 19
Thanks to the buyers of my first two prints: Antarctica + Iceland #HCCACi @AmericasFund auction for the military



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Donnetta Horseman @farsman · Apr 18
Fun making a flip book during the break. #HCCACi!



Kristen @Klillypya · Apr 20
"Compliance is not an expense, it is an investment." #HCCACi #PYA



Margaret Hambleton @mhambleton1 · Apr 18
My feet are killing me, I'm tired, I have too much to think about, and I can't wait for tomorrow to do it all again! #HCCACi



Nancy Beckley @NancyBeckley · Apr 17
Chatting at the #Tweetchip. @Frank__Ruotas @water_johnson1 @TomiHagan #HCCACi



HCCA @theHCCA · Apr 17
Volunteers at the 10th Annual #HCCACi Volunteer Project!



Tomi Hagan @TomiHagan · Apr 19
I love it when people aren't afraid to speak up during Q&A. Great opportunity to learn from each other! #HCCACi



Kathryn Wickenhauser @KAWickenhauser · Apr 18

Ruelas: How many of you have had to terminate employees because of social media use? At least 20 attendees raise hands. #HCCAcI



Jerry Nordstrom @jerrygnordstrom · Apr 19

At #HCCAcI, the longer I'm here, the more badge ribbons I feel a "connection" to from the ribbon wall. Getting close to an unhealthy number



Aurea Beidler @ComplianceCert · Apr 19

Excited to hear the Legislative Update by Kim Brandt today! Always one of my favs! #HCCAcI



Morgan Means Harber @MMHCompliance · Apr 19
@HHSOCR Director, Jocelyn Samuels. "Compliance Officers are the critical frontline of protecting privacy" #HCCAcI



Calin @calinelardi · Apr 17
#HCCAcI starts today! I'm sporting my 20th anniversary shirt #ComplianceStyle #LearnAllTheThings



Calin @calinelardi · Apr 18

Social engineering: it's amazing what people will tell you with just a few tools and smiles/confidence. A la Catch Me If You Can #HCCAcI



Kathryn Wickenhauser @KAWickenhauser · Apr 19

Comprehensive Security Risk Assessments are critical. Cover all PHI enterprise wide. Have BAA's in place-Jocelyn Samuels of @HHSOCR #HCCAcI



Donna Gosselin @GosselinDonna · Apr 19

Awesome group head shot! #HCCAcI



Angela Gamalski @angelagamalski · Apr 18

So proud that @theHCCA #HCCAcI supports #AmericasFund 🇺🇸 #walkthewalk #militaryfamily



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Rob Brown @urbangrowboy · Apr 19
 Selfie with audience waving at session 308! #HCCACi



Roy Snell @RoySnellSCCE · Apr 19
 @AdamTurelbaso and I at the Pinball Hall of Fame in Vegas. No obnoxious are here?? #HCCACi



Melissa Mitchell @melissajmitch · Apr 19
 Encryption is not optional. If you are not going to encrypt, we are going to ask you what you are doing instead -Samuels #OCR #HCCACi



serinahope @serinahope · Apr 19
 Frank Ruelas is one pumped up speaker. It's good to be exposed to so much excitement. #HCCACi



StThomasCompliance @USCompliance · Apr 17
 Enjoying the #HCCACi - insightful and conscientious people who care about what they do



Niurka Adomo @niadomo · Apr 18
 HCCA Co-founders, @RoySnellSCCE and Debbie Trokus. #HCCACi



Roy Snell @RoySnellSCCE · Apr 18
 300 reserved tables for the important people. #HCCACi @theHCCA



Brenda Manning @pans4bren · Apr 18
 Random acts of kindness happening. Thank u to lady who gave me this. HCCA members rock 🍷🍷 #HCCACi



Tomi Hagan @TomiHagan · Apr 19
 Dawn Lambert - "Train, train, train"! Great do's and don'ts for dealing with social media! #HCCACi

by Tracey Page

HCCA Mobile app

HCCA Mobile was downloaded more than 2,627 during the week the Compliance Institute was held. A new HCCA Mobile feature was the attendee-to-attendee messaging, where CI attendees could message conference peers right from inside the app. More than 6,000 notes were taken, over 4,900 items were starred, and more than 300 messages were sent during the week.

The app was a huge success, and we are looking forward to adding more features to it in the upcoming years.

Notes and Handouts

Conference attendees may access their notes on the mobile app by following these steps.

1. Open the mobile app.
2. Click on the “More” button on the bottom right.
3. Click on the “Notes and Stars” link.
4. Here you will see a list of all of your notes you took with an image of the slide you took them on.
5. Click the “Email” link in the top right, type your email address in the “To” field, and click send.

The email sends copies of the slides, but they are very small and not easy to see the whole presentation, so if you want a copy of the presentations on PDF, go to this link: www.hcca-info.org/CIhandouts.

You can get a copy of the presentation with two slides per page or three slides per page. (The handouts will stay on the HCCA website indefinitely). ☺



by Stephanie Gallagher

HCCA's Social Media Lounge

This year, HCCA hosted a Social Media Lounge in the Exhibit Hall, where attendees could ask questions about social media, submit a guest post to The Compliance & Ethics Blog, and make a 7-second video that was converted into a commemorative flip book.

More than 250 people captured memories by creating flip books, and over 220 people shared their conference experience by submitting a post to the blog. Be sure to visit www.complianceandethics.org to check out the posts!

Overall, the Social Media Lounge was a fun and informative place for attendees to connect, share, and learn. ☺



by Stephanie Gallagher

Blogging at the Compliance Institute

This year, Compliance Institute attendees shared their conference experience on The Compliance & Ethics Blog (www.complianceandethics.org), HCCA's official blog. More than 220 attendees flocked to the Social Media Lounge for the chance to share, connect, and in some cases, publish their first-ever blog post.

Guest bloggers received an "I Blogged!" sweatshirt to commemorate their contribution and were entered to win a free registration to the 2017 Compliance Institute. Congratulations to Eric Sandhusen, the lucky winner of the 2017 Compliance Institute registration! 🎉



Guest blogging highlights from the CI

Interoperability = The Unicorn

by Kathryn Ayers Wickenhauser, MBA CHTS

Interoperability is a unicorn; many have heard about it, but no one has actually seen it.

D. Scott Jones and Dr. Richard Moses presented, “The Top Ten Risks of Physician Compliance”, in which they highlighted the drastically changing healthcare industry. One of the major shifts we are seeing, they explained, is this idea of a move to “interoperability,” or the ability to freely communicate between providers and systems, to readily share and be capable of accessing information. However, they continued, interoperability is still an idea, not an institution. They likened interoperability to not only the unicorn, but also the Loch Ness Monster and the Bermuda Triangle. We hear about these ideas, but do they exist as we think that they do?

It’s true, interoperability has certainly become a catch phrase in the healthcare industry. As technology advances, our society, including the healthcare consumer, expects quick access to their health information. Interoperability is expected to foster communication between providers, allowing providers to make decisions with more information regarding the patient in mind. However, interoperability is not equal to being automatic, nor should it be. With everything so readily available through technology at our fingertips, we should not necessarily expect the same for our health information. After all, wouldn’t we want our providers to carefully review our information and relay that information to us?

Healthcare is still, and will always be, about people. We cannot replace brain power with technology. As such, we should not use

the term interoperability with the expectation that this denotes an automatic process without human assistance. As compliance professionals, we still need to invest in our people to review what and when health information goes out our proverbial door as we communicate with outside entities. We will still need to develop policies, procedures, and training surrounding what information for outside providers we reconcile into our own Electronic Health Record and Designated Record Set.

While technology advances and we continue to see a shift in the healthcare industry towards interoperability, it is abundantly clear compliance issues will continue to develop as we one day might catch a glimpse of the unicorn. Even so, we will always need to rely on our greatest compliance asset, our people.

See something? Say something!

by Tonya Gierke

This is my 7th HCCA Compliance Institute that I have attended, and I am a (gasp) virgin blogger. Yes, I have never blogged about anything and wasn't too sure about what I was going to blog about this morning. But here it goes...

Every year that I attend HCCA CI, I take note of all the catchy Compliance phrases. This year the popular phrase is "What you learn in Vegas, can't stay in Vegas!" But in spirit of HCCA's 20th anniversary, I would like to expound on "See something? Say something!"

What I have seen at HCCA's CI is absolutely

awe-inspiring! I have seen thousands of individuals who are dedicated to a profession that is often full of challenges, sleepless nights, and thankless days. Yet we continue to move forward with an unbreakable spirit. I have seen conversations start in a single session that have transformed into lifelong friendships. I have seen attendees display empathy, offer advice, share ideas, and encourage one another to hang in there. I have seen great ideas being explored over coffee. I have seen a sense of collegiality like no other.

As for the HCCA staff, there are not enough words

to describe what I have seen over the years. Here's just a few words to describe all those dedicated individuals—kind, smart, helpful, responsive, organized, dedicated, humble, professional, hard-working, friendly, exceptional, compassionate.... the list could go on forever!! Roy Snell is an amazing, humble leader who is supported by an excellent staff!! Talk about dedication!!

Happy 20th anniversary, HCCA!! I have seen, and I'm confident I will continue to see, a dedicated, exceptional organization!! Now I am finally saying something!

Don't be the "no" person, be the solution person

by Brenda Manning

When I was handed my lanyard filled with certification accolades, like many I headed to the Ribbon Wall. Was there something I might add? Many of the choices are obviously meant to be humorous, but I couldn't help but wonder what the message was of the

"No Means No" ribbon. Why? Because, I'm a "yes" person. I can't remember the last time I said "no." To me, if you view your job as the "no" person, you're taking the easy way out and sending the wrong message to your organization.

Compliance in my view doesn't exist to say "no,"

but rather to help facilitate an organization in conducting their business activities within the confines of the law. Just last week, someone came to me with a proposed email marketing tool. I was thrilled he came to me. Why? Because it meant we have an organizational culture of compliance

and people have their compliance radar on. Score one for the compliance officer!

I evaluated his proposal and decided it was not secure as proposed. Instead of shutting him down, I proposed an alternative that will satisfy

(1) my purpose of keeping the organization compliant, and (2) his purpose and need for using this crucial tool. My point? I could have said “no” and let that be the end, but I view my job as being the office creative thinker who

comes up with workable solutions, and so should you. Your workforce will thank you, and your organization will operate more smoothly when compliance is viewed as a solution-based department as opposed to a roadblock.

LIVE! @RacMonitor #HCCAcI

by Nancy Beckley

Live! RAC Monitor continued its tradition at the HCCA 20th Annual Compliance Institute with live broadcasts. For the past 5 years, the lead live broadcast has been an interview with Inspector General Dan Levinson following his keynote speech. Dan provided Monitor Monday

listeners with a recap of his remarks, starting with the analogy to the Parthenon and the pillars—relating them to the pillars in healthcare.

As has been the tradition with the OIG, there was an announcement of updated guidelines (B-7) on permissive exclusions

that were posted on the OIG site Monday morning: Criteria for implementing Section 1128(b)(7) exclusion authority (oig.hhs.gov/exclusions/files/1128b7exclusion-criteria.pdf).

And of course for everyone a reminder: Are you checking the exclusions list on a monthly basis?



Generations matter!

by Trish Manna

I so thoroughly enjoyed listening and learning from Cam Marston. Who would have thought that the year you were born could make such a difference in how you work with someone and how to handle someone that works for you?

It all made sense. While Cam was speaking, I was mentally sliding each staff member into a category to learn how they think and how I could better deal with each of them. I was also trying to dim the lightbulb

that was going on over my own head each time he clearly described my own inside traits. It was definitely an eye opener and a great opportunity to take the time to learn about each individual and also about myself and how I may be perceived – being from Generation X!

I love the General Sessions that HCCA brings to help us to learn how to deal with all around us. This makes it easier to reach everyone when trying to educate on compliance, ethics, and HIPAA privacy.



Thank you, Cam Marston, thank you for the out loud laughter. Thank you HCCA, and Happy 20th anniversary! Looking forward to next year.

My best HCCAcI takeaways

by Denise Moorr

The 20th Annual HCCA Institute is well under way and I have attended some great sessions, so far. Some of my noteworthy takeaways have been:

- ▶ Present the Yates Memo to the Board and make sure to get attestation statements.
- ▶ Legal Motion 26B can be filed to get access to information that is privileged.
- ▶ CCO should be getting daily threat reports from the CISO.
- ▶ Have a ransomware attack plan.
- ▶ Consider cybersecurity insurance.
- ▶ Ensure Compliance is on the front end of the BAA process.
- ▶ Ensure Compliance reviews time sheets/logs for medical directors.
- ▶ 2019 MIPS should be in full swing; physicians will begin to get “dinged”.
- ▶ Texas Medical Board passed non-auto populate rule in medical records for anything that is not demographics.
- ▶ Reach out to physician organizations to partner with you for education topics at their annual meetings so the physicians can get CMEs.
- ▶ When dealing with physicians, don't just bring problems, bring solutions.
- ▶ Keep the focus on the issue, not the person.

Looking forward to the next session!

Goodie goodie!!

by Tizgel High

It has been several years since I have attended the HCCA Compliance Institute. I spoke but did not attend the conference in 2014. The last conference attended was in 2009. I have truly missed out on a great conference. I am glad to reconnect with this great organization.

The content is spot on to the compliance challenges health systems are facing today. As a lawyer, we can often get sucked into the regulatory weeds and focus on the letter of the law. Lawyers tend to gravitate towards warnings of the grave danger

of non-compliance in our industry. We solve the issues and mitigate potentially disastrous missteps. However, the compliance professional gets to go beyond the resolution; they get to work on the building blocks of developing and implementing the programs that help our organizations learn from mistakes.

Mistakes are made. Learning how to avoid them and making those compliance strategies a part of the culture sets the tone for healthy organizations. Today's sessions have been informative. The practical nature of the

advice will help me to relate better with my operations partners and support of compliance teams better. I will not stay away as long. A dose of practical information is a good practice for the in-house lawyer.

Today's highlights include some great insight from the many government speakers. Understanding their view of what compliance should look like is eye opening. I enjoy the connection that HCCA brings its members to those in the government that enforce the rules. This is a great time to be in Compliance.

exCiting

by Frank Ruelas

Again, I am reminded that the CI is not an event but an experience. The people, the setting, the energy, along with a possible glimpse of Roy Snell himself,

make for an experience that is exceptional in the potential that one can obtain by attending...and the fact that it only occurs once a year only adds to the buildup in anticipation

of the event. Familiar faces of those who return each year are priceless. I always say, and will continue to say, that if you go to any conference each year, the CI is the one! 🍷



“#HCCAcI” on

Instagram





by Kelly M. Willenberg, MBA, BSN, CHRC, CHC, CCRP

Why I attend the CI

In celebration of 20 years of HCCA, reflect on why you are in Compliance, the differences you face with people, and how to make it better! The 20th anniversary of the Compliance Institute did that for me, and then some! If you missed it, you missed an historic event.

As I arrive at the ARIA in Las Vegas, I am tracked down and hugged by one Pat Marion of Compliance Concepts. Roy Snell then spoke of Pat's first finding letter during his opening comments of the General Session and his fond memories of Pat in the beginning of HCCA. Pat was one of my first supporters when I opened my doors as a consultant! Its people like Pat that bring us back to the Compliance Institute each year. The comradery and friendship give you a connection that you cannot find anywhere else! Attending the sessions and seeing old friends while making new ones, HCCA is a catalyst for building relationships. Please look beyond competition and controversy in the world of Compliance, but seek solidarity with your colleagues. Enjoy your profession, and learn as you go. If you feel there is tension, know that there may be reasons why, given our generational differences.

My favorite session was Cam Marston's presentation on "Four Generations in the Workplace and What it Means for Your Compliance Program." Whether you are

a Mature, Baby Boomer, Generation X, or Millennial, we all are in Compliance because we want to be. Our differences affect our business, but how we handle the differences can make us a better workforce. We should embrace our differences and celebrate what we can do together! Witness that by spending time with your colleagues and learning each other's differences. Our workplace is changing

with more regulations, bigger challenges, and the social media uptick. Using what I learned in this session will help me in my compliance work. In *Motivating the What's In It For Me Workforce: Manage Across the Generational Divide and Increase Profits* (2007), Cam Marston wrote: "[The current]... generational divergence creates a



communication challenge for many of today's managers. The promise of slowly climbing the company ladder no longer has the motivational force it once did, and the traditional management structure is quickly slipping into obsolescence. Younger workers are less loyal to their organizations, quicker to adapt to cultural and technological changes, and more possessive of their free time."

Thank you, HCCA, for 20 years. I look forward to using what I learn at the Compliance Institute to help others in Compliance. 📍

Kelly M. Willenberg is President and CEO of Kelly Willenberg, LLC, in Chesnee, SC.

by Adam Turteltaub

SpeedNetworking

SpeedNetworking was offered again at the Compliance Institute and, once again, it was a huge hit. Approximately 100 of the attendees participated in this fast and fun event.

During the one-hour session, each attendee enjoyed a series of short, five or six minute meetings with other attendees they were matched with based on common interests. The volume in the room was clear testimony of how successful an event it was.

Participants left the room with an expanded network they could turn to during the year, and new friends that they could talk with throughout the Compliance Institute. ☺



by Adam Turteltaub

SpeedMentoring

A good mentor is a great thing to find. That was very clear at the SpeedMentoring event at the 2016 Compliance Institute. Well over 100 participants were on hand, either offering their mentoring services or seeking a mentor of their own.

During each of the brief meetings, prospective mentors and mentees had the opportunity to judge if there was a fit between the mentor's experience and the mentee's needs. This helped set the groundwork for subsequent conversations between the two in the days, weeks, months, and even years to come.

It was a fun and welcome part of the CI that will hopefully pay dividends long after the meeting came to an end. ©



by Laura Riddell, CHC and Nancy J. Beckley, MS, MBA, CHC

Therapy Advanced Discussion: The sequel

The two of us got together last year and wrote an article after we came home from the 2015 Compliance Institute in Lake Buena Vista, FL to share our excitement following our first unofficial, unapproved, and unscheduled Therapy Advanced Discussion gathering at the Dolphin Hotel lobby. Our little therapy group was an immediate hit! Ideas started flowing; phone and email addresses were exchanged; and contacts, connections, and collegial friendships were formed. A therapy and compliance support network emerged with a very strong passion for what we do.

So, what have we been doing since that first meeting? On Tuesday night during the 2016 Compliance Institute, our casual group sat down to begin our 2nd Annual Therapy Advanced Discussion at Todd English's P.U.B., and even we were surprised to talk about how much we have accomplished since last year. Our group is growing, and our experience and expertise is now even more varied. Our group includes certified compliance officers with many years of experience, as well as brand new recruits to our profession. We have encouraged more therapy colleagues to become Certified in Healthcare Compliance (CHC), testing ensued, and now they anxiously await their scores. Our circle of trust has grown; our confidentiality and commitments to each other have continued to develop; and ideas, questions, opinions, thoughts, and suggestions have all become a routine part of our respected communication and support for each other.

Many in our therapy group happen to also coalesce around the National Association of Rehabilitation Providers & Agencies (NARA)

where, during this year, we came together to launch the NARA Compliance Work Group. This Work Group has already had three quarterly meetings, with therapy providers participating from all across the United States and including all aspects of physical rehabilitation. We have covered many compliance in therapy topics and have enjoyed guest speakers, including a recent, and very well received, presentation on exclusion screening by Michael Rosen from ProviderTrust. Thank you, Michael!

Ideas started flowing; phone and email addresses were exchanged...and collegial friendships were formed.

Our little Therapy Advanced Discussion gathering is not just a "Same time next year" kind of thing. What we started last year really got into our blood. Compliance bonds us together, and we're committed to watching this group grow. It is more than, "Same time next year"; it might be, "If you build it, they will come." We left our gathering this year with a new "Hearts desire" (Our last film line reference, we promise.); we talked about suggesting the addition of a "Small Provider" track in the Compliance Institute and are wondering if HCCA would be open to this idea. So, what do you think? ☺

Laura Riddell (laura@mlrehab.com) is the Chief Compliance Officer for MountainLand Rehabilitation. Nancy J. Beckley (nancy@nancybeckley.com) is the President of Nancy Beckley & Associates LLC.

by Adam Turteltaub

Networking receptions

The Compliance Institute was about more than conference sessions. There were a number of networking opportunities, including receptions on Sunday and Monday night. Held in the Exhibit Hall, the receptions were packed, as a large percentage of the more than 3,000 attendees at the Institute used the time to reconnect with old friends. Disproving the line that, “What

happens in Vegas, stays in Vegas,” hundreds, if not thousands, of new connections were made; connections designed to last throughout the year.

Adding to the energy was the excitement about celebrating HCCA’s 20th anniversary. For many who had been members from the early days, it was a chance to share how far Compliance has come. ☺



by Gary DeVaan

HCCA's CI 2016 Annual Volunteer Project: Clean the World

On Saturday, April 16 in Las Vegas, 60-plus compliance professionals boarded a bus for HCCA's Annual Volunteer Project. Every year at the annual conference, attendees who are able to be in the host city a day early are asked to help a local organization with an activity that supports that organization's mission. Sometimes it's just cleaning and maintaining a space that is used for clients; sometimes it is packing and sorting food at a food bank. This year we worked with an organization called Clean the World. (www.cleanttheworld.org)

Clean the World is a social enterprise with the mission to distribute recycled soap and hygiene products from more than 2,250 hotel

partners to children and families in countries with a high death rate due to pneumonia and cholera—two of the top killers of children under five. Hand washing with soap significantly reduces the impact of these two fatal diseases. Since 2009, Clean the World has distributed more than 22 million bars of soap in 96 countries. Clean the World has operations centers in Orlando, Las Vegas, and Hong Kong.

For us, the Annual Volunteer Project is a great way to network with fellow compliance professionals and do something that gives back to communities that host the Compliance Institute. Next year, consider arriving a day early and lending a hand.

Photos from the event can be found at:

<http://bit.ly/CTW2016CI>. ©



HCCA thanks the generous donors who contributed to our 2016 Silent Auction:

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Dorothy Pickles
Jenny O'Brien
Shannon Kearns

***HCCA also thanks those who donated money on-site
in support of America's Fund — in all, we raised more than
\$16,300 that will aid our injured veterans!***

We are currently collecting items for the 2017 Auction

If you or your organization would like to contribute
to this worthwhile event, please contact Kortney Nordrum at
kortney.nordrum@corporatecompliance.org or **952-405-7928**.

by Kortney Nordrum

HCCA's 2nd Annual Silent Auction: Bigger & better!

Like last year, the 2016 CI Silent Auction was to benefit America's Fund, a program created to direct urgently needed resources and financial support to injured and critically ill members of the U.S. Armed Forces and their families. Also like last year, donators and CI attendees helped make it a success.

We are happy to report that this year's auction raised over \$16,300 for America's Fund. There were some very active bidders, and many gathered around the bidding tables sneaking in bids in the last few minutes. The auction itself was fun and rewarding for everyone involved.

If you'd like to be part of the 2017 Compliance Institute Silent Auction to Benefit America's Fund, contribute a donation, or help in any way, please contact Kortney Nordrum at 952-405-7928 or Kortney.Nordrum@corporatecompliance.org. 

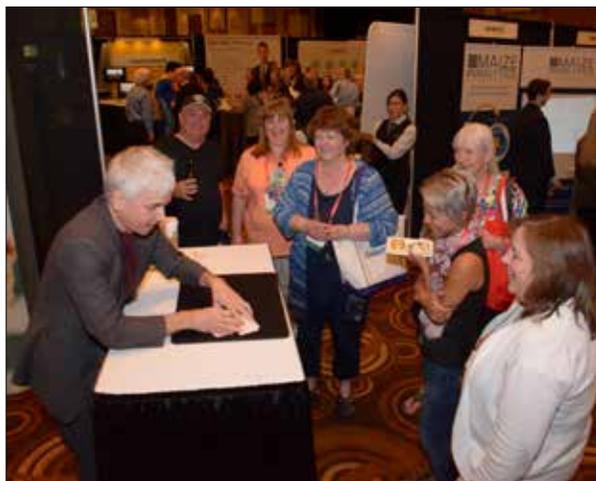


by Lori Dahmes

Exhibit Hall

There was a lot of excitement in the Exhibit Hall, and outside in the hallway as well, at the 2016 Compliance Institute. A record number of attendees connected with 130 exhibiting companies to find ways to put into practice solutions they had just learned about in the sessions. With everything from spinning a prize wheel, enjoying food and drinks, and being entertained by a magician to just connecting with old and new friends, it was the place to be.

Thank you to our exhibitors and sponsors for your support and participation, and to everyone who connected with them! ©



by Beckie Smith

Yoga at the CI



On Monday and Tuesday morning, many CI attendees braved the early morning hours and took advantage of the Yoga sessions. From beginner to advanced, everyone enjoyed the early morning exercise and making new friends while gearing up for a full day of learning and networking. 🧘



Sarah Finnegan @SarahFinnegan · Apr 18
 @theHCCA great complimentary #yoga class this morning and a #mat to take with you! #HCCACi #Aria #vegas

by Nancy Gordon

HCCA booth activity

A wealth of HCCA publications displayed in the HCCA booth gave attendees the chance to spend quality time with a wide range of expert guidance. Some visitors chose to stock up on the latest tools, while others just enjoyed the time to read and reflect. This year's top sellers (beyond perennial best seller, *Compliance 101*) included the *Health Care Privacy Compliance Handbook, Second Edition* and *Workplace Investigations*. 📖



by Jennie Nguyen

Authors' Reception and Academies Reunion

Monday evening's Academies Reunion and Authors' Reception brought together graduates of the Basic Compliance Academies and contributing authors of *Compliance Today*. People reunited with fellow colleagues while enjoying appetizers and drinks. Magazine contributors and columnists discussed new ideas for articles and met with others interested in writing articles for the magazine. The Academies graduates socialized with the faculty and past attendees and reminisced about the good times they had at the programs. Get ready for 2017, *Compliance Today* authors and Academy graduates. The 21st Compliance Institute—held at the Gaylord National Hotel & Convention Center, National Harbor, MD—is just around the corner. 📖



1 Contact Information

Mr Mrs Ms Dr

Member ID (if applicable)

First name MI

Last name

Credentials (CHC, CCEP, etc.)

Job title

Name of employer

Street address

City/Town

State/Province Zip/Postal code

Country

Phone Fax

Email (required for registration confirmation and conference information)

HOTEL & CONFERENCE LOCATION

Gaylord National Hotel & Convention Center
201 Waterfront Street
National Harbor, MD 20745

Online reservations:
compliance-institute.org/Location/HotelReservation.aspx

Phone reservations:
877-382-7299

For more hotel reservation details, including room rates and hotel policies, please visit compliance-institute.org.

PAYMENT TERMS: Checks are payable to HCCA. Credit cards accepted include American Express, Discover, MasterCard, or Visa. HCCA will charge your credit card the correct amount should your total be miscalculated.

TAX DEDUCTIBILITY: All expenses incurred to maintain or improve skills in your profession may be tax deductible, including tuition, travel, lodging, and meals. Please consult your tax advisor.

GROUP DISCOUNTS

5 or more: \$100 discount for each registrant

10 or more: \$150 discount for each registrant

Discounts take effect the day a group reaches the discount number of registrants. Please send registration forms together to ensure that the discount is applied. A separate registration form is required for each registrant. Note that discounts will NOT be applied retroactively if more registrants are added at a later date, but new registrants will receive the group discount.

CANCELLATIONS/SUBSTITUTIONS:

You may send a substitute in your place or request a conference credit. Refunds will not be issued. Conference credits are issued in the full amount of the registration fees paid, and will expire 12 months from the date of the original cancelled event. Conference credits may be used towards any HCCA service or product, except the *Health Care Compliance Professional's Manual*. If a credit is applied towards an event, the event must take place prior to the credit's expiration date. If you need to cancel your participation, notification is required by email at helpteam@hcca-info.org, prior to the start date of the event. Please note that if you are sending a substitute, an additional fee may apply.

2 Registration Options

REGISTER on/before 1/6/17 before 3/1/17 on/after 3/1/17

- | | | | | | |
|---|---------|-------|---------|-------|---------|
| <input type="checkbox"/> HCCA Members..... | \$1,099 | | \$1,149 | | \$1,199 |
| <input type="checkbox"/> Non-Members..... | \$1,249 | | \$1,299 | | \$1,349 |
| <input type="checkbox"/> New Membership & Registration..... | \$1,299 | | \$1,349 | | \$1,399 |
| <i>New members only. Dues regularly \$295 annually.</i> | | | | | |
| <input type="checkbox"/> Pre-Conference: SUNDAY MORNING..... | FREE | | \$175 | | \$175 |
| <input type="checkbox"/> Pre-Conference: SUNDAY AFTERNOON..... | FREE | | \$175 | | \$175 |
| <input type="checkbox"/> Post-Conference: WEDNESDAY..... | FREE | | \$175 | | \$175 |
| <input type="checkbox"/> Discount for 5 or more from same org..... | (\$100) | | (\$100) | | (\$100) |
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Registration fees are as listed and considered net of any local withholding taxes applicable in your country of residence.

TOTAL \$ _____

3 Payment Options

Check enclosed (payable to HCCA)

Invoice me

I authorize HCCA to charge my credit card (choose card below):

CREDIT CARD: American Express Discover MasterCard Visa

Due to PCI Compliance, please **do not provide any credit card information via email**. You may email this form to helpteam@hcca-info.org (without credit card information) and call HCCA at 888-580-8373 or 952-988-0141 with your credit card information.

Credit card account number

Credit card expiration date

Cardholder's name

Cardholder's signature

C10417

WAYS TO REGISTER

MAIL Include registration form with check payable to: HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435

ONLINE Visit compliance-institute.org

FAX Include billing information and fax to 952-988-0146

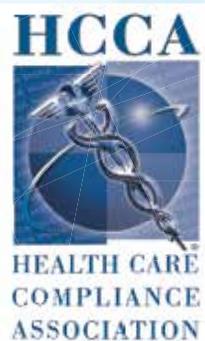
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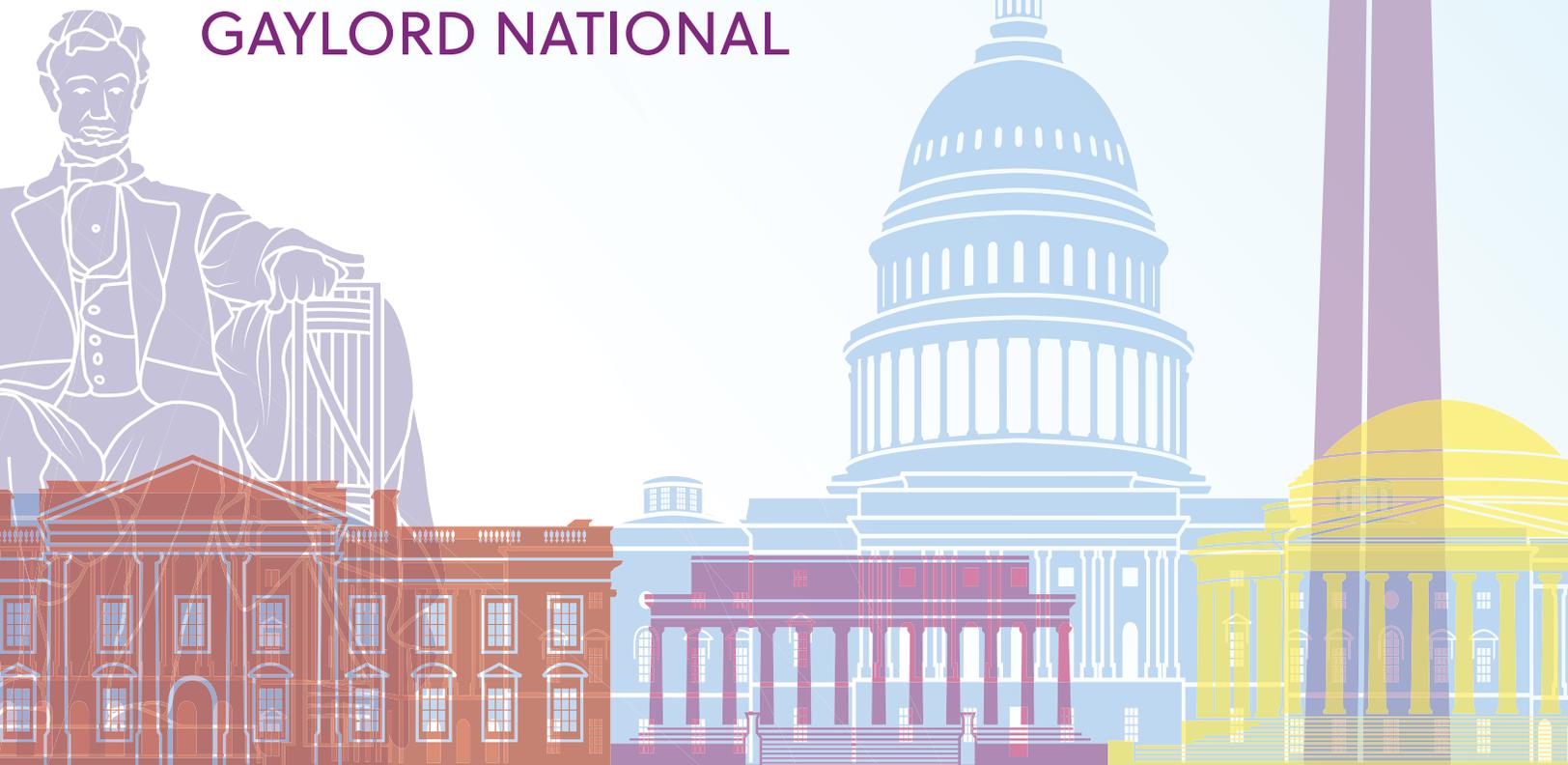
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